ABSTRACT OF THE DISCLOSURE

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A theft deterrent device that can be securely connected to an item of merchandise includes a U-shaped clasp that selectively locks within a housing having a base and a hinged lock member. The lock member is movable between unlocked and locked positions with the locked position of the locked member securely locking the end of the clasp within the housing so that it cannot be removed until a specially designed key is used to unlock the lock member from the housing. The lock member engages the end of the clasp in at least two directions on two different sides to form a secure locking arrangement.